

ORDER



Orders
Order / Rev: 687416
Alt Order #:
Product Desc: Oct.-Nov 2012
Estimate: 11204
Flight Dates: 10/29/12 - 11/06/12
Original Date / Rev: 05/31/12 / 10/09/12
Order Type: Political

WFMY-TV

Primary AE: Bill Lancaster
Sales Office: WFMY
Sales Region: LOC

Agency Name: Media Strategies
Buying Contact:
Billing Contact:
 11350 Random Hills Road Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Cowell for NC Treasurer
Demographic: A25-54
Product Codes: PL-State/Local,PL-State/Local Misc
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	38	\$13,350.00	\$11,347.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	38	\$13,350.00	\$11,347.50	0.00
Totals	38	\$13,350.00	\$11,347.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Bill Lancaster			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WFMY	10/29/12	11/02/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	1---1--	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1---1--		2				\$130.00		0.00			
N 2	WFMY	11/05/12	11/05/12	M-F 6-8a Good Morning Show 6a	CM	6-8a	1-----	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1				\$130.00		0.00			
N 3	WFMY	10/31/12	10/31/12	CBS This Morning CBS This Morning	CM	8-10a	--1----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1----		1				\$60.00		0.00			
N 4	WFMY	11/06/12	11/06/12	CBS This Morning CBS This Morning	CM	8-10a	-1-----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-1-----		1				\$60.00		0.00			
N 5	WFMY	11/04/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$200.00		0.00			
N 6	WFMY	10/30/12	10/30/12	M-F 10-11a Andy Griffith/Jeopardy	CM	10-11	-1-----	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1				\$75.00		0.00			

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WFMY	11/01/12	11/01/12	Price Is Right Price Is Right	CM	11a-12p	--- 1---	:30	1	\$140.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	--- 1---		1			\$140.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WFMY	10/29/12-11/04/12	Price Is Right		11a-12p	---Th-----	:30		(\$140.00)		0.00	NM		
	See MG 7.2 [NA/Oversold]														
	2	WFMY	11/01/12-11/01/12	Price Is Right		11a-12p	---Th-----	:30		\$225.00		0.00	NM		
	Ⓜ MG for 7.1 11/01 [NA]														
N 8	WFMY	11/05/12	11/05/12	Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$140.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	1-----		1			\$140.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WFMY	11/05/12-11/11/12	Price Is Right		11a-12p	M-----	:30		(\$140.00)		0.00	NM		
	See MG 8.2 [NA/Oversold]														
	2	WFMY	11/05/12-11/05/12	Price Is Right		11a-12p	M-----	:30		\$225.00		0.00	NM		
	Ⓜ MG for 8.1 11/05														
N 9	WFMY	10/29/12	10/29/12	News2 at Noon News2 at Noon	CM	12-1230p	1-----	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	1-----		1			\$130.00		0.00				
N 10	WFMY	11/01/12	11/01/12	M-F 2-3p The Talk	CM	2-3p	--- 1---	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	--- 1---		1			\$100.00		0.00				
N 11	WFMY	11/02/12	11/02/12	M-F 3-4p Let's Make a Deal	CM	3-4p	---- 1--	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	---- 1--		1			\$95.00		0.00				
N 12	WFMY	11/05/12	11/05/12	M-F 4-5p Ellen Degeneres	CM	4-5p	1-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	1-----		1			\$100.00		0.00				
N 13	WFMY	10/30/12	10/30/12	530-6p Andy Griffith 530-6p Andy Griffith	CM	530-6p	- 1-----	:30	1	\$230.00	P-3	0.00	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- 1-----		1			\$230.00		0.00				
N 14	WFMY	10/31/12	10/31/12	News 2 at 5 News 2 at 5	CM	5-530p	-- 1----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-- 1----		1			\$225.00		0.00				
N 15	WFMY	10/29/12	11/02/12	News 2 at 6 News 2 at 6	CM	6-630p	11- 11--	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	11- 11--		4			\$350.00		0.00				
N 16	WFMY	11/05/12	11/05/12	News 2 at 6 News 2 at 6	CM	6-630p	1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	1-----		1			\$350.00		0.00				
N 17	WFMY	10/29/12	11/02/12	PA (M-F) PA (M-F)	CM	7-8p	1- 1- 1--	:30	3	\$375.00	P-3	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	1- 1- 1--		3			\$375.00		0.00				
N 18	WFMY	11/05/12	11/05/12	PA (M-F) PA (M-F)	CM	7-8p	1-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00

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WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N18	WFMY	11/05/12	11/05/12	PA (M-F) PA (M-F)	CM	7-8p	1-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	1-----		1			\$375.00		0.00				
N19	WFMY	10/30/12	10/30/12	Tue Prime A NCIS	CM	8-9p	-1-----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-1-----		1			\$1,400.00		0.00				
N20	WFMY	10/31/12	10/31/12	Wed Prime B Criminal Minds	CM	9-10p	--1----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	--1----		1			\$1,000.00		0.00				
N21	WFMY	11/01/12	11/01/12	Thu Prime B Big Brother 14	CM	9-10p	---1---	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	---1---		1			\$1,200.00		0.00				
N22	WFMY	11/03/12	11/03/12	Sat Prime C 48 Hours	CM	10-11p	-----1-	:30	1	\$475.00	P-3	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----1-		1			\$475.00		0.00				
N23	WFMY	11/04/12	11/04/12	Sun Prime B Big Brother 14	CM	8-9p	-----1	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----1		1			\$1,200.00		0.00				
N24	WFMY	10/29/12	11/02/12	News 2 at 11 News 2 at 11	CM	11-1135p	11111--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	11111--		5			\$350.00		0.00				
N25	WFMY	11/05/12	11/05/12	News 2 at 11 News 2 at 11	CM	11-1135p	1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	11/05/12	11/11/12	1-----		1			\$350.00		0.00				
N26	WFMY	11/04/12	11/04/12	News 2 at 11 News 2 at 11	CM	11-1135p	-----1	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-----1		1			\$350.00		0.00				
N27	WFMY	10/30/12	11/02/12	Letterman Late Night with David Letterman	CM	1135-1235a	-1--1--	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-1--1--		2			\$130.00		0.00				
Totals													38	\$13,350.00	